

**Edina Art Center Board Meeting  
Meeting Minutes  
City of Edina, Minnesota  
Edina Art Center Studio 14  
September 22, 2011  
4:30 P.M.**

**I. Call to Order**

Mr. McCabe called the meeting to order at 4:31 pm

**II. Roll Call**

Members Present: Bill McCabe, Ruth Valgema, Colin Nelson, Dana Lappin, Renee Usem, Barbara La Valleur, Hafeed Bouassida, Thomas Raeuchle, Justin Moran, Kitty O'Dea, John Swon, Tara Mohtadi

Staff Present: Scott Neal, Diana Hedges, Phil Johnson, Michael Frey

Community Members Present: Heather Randall King, Rick Fesler

**III. Approval of Meeting Agenda**

Mr. McCabe asked if all had seen revised meeting agenda sent earlier in the day with changes from previous week. The changes were made to allow for moving through items easier and a note on abstention from voting. Board members may abstain from voting if they wish.

No additions to the agenda. The agenda as stated is approved and will be followed.

**IV. Adoption of Consent Agenda**

**A. Approval of Minutes**

Mr. McCabe stated there were two sets of minutes circulated: the minutes of the Regular Meeting of July 28, 2011 with revisions, and the minutes of the Regular Meeting of August 25, 2011. Mr. McCabe asked for corrections or adoption of the circulated minutes.

Mr. Raeuchle, in addition to Ms. O'Dea, had a question on the last item of voting on the August minutes as being approved with no aye/nay votes recorded. Mr. McCabe noted that members had the chance to object when the vote was called at that time. The item appeared on this month's agenda. Mr. McCabe asked members to immediately voice objection if there is disagreement with how the Chair calls the vote. Minutes of the Regular Meetings of July 28, 2011 with revisions and August 25, 2011 are approved.

**V. Community Comment**

Community members Rick Fesler and Heather Randall King were present on behalf of the Edina Film Festival, and Edina City Manager Scott Neal was in attendance.

## **VI. Reports/Recommendations**

### **A. Introductions**

Tara Mohtadi introduced herself as a junior at Edina High School, one of the photographers on the yearbook, and has a passion for photography. Justin Moran introduced himself as a senior at Edina High School, part of Images and working at American Apparel with an interest in fashion marketing or management. Rick Fesler introduced himself as a former board member and on the Edina Film Festival committee. Heather Randall King introduced herself as a former member of the board, member of the 2011 Juried Show committee, and on the Edina Film Festival committee.

Other members of the board and staff introduced themselves.

### **B. Edina Film Festival**

#### **I. See Attachment - Edina Film Festival Report for 9/22/2011**

The Chair stated that John Keprios, Director of Park & Recreation had asked the board to pass again on the presentation after John Swon's presentation with a motion to approve/not approve the film festival. If approved, Scott Neal would sign a contract with Landmark for the theater use for the festival.

Mr. Swon reported that it had been two years in the planning. A total of \$8,700.00 had been raised, and checks were coming in, with two outstanding checks for businesses that spent September budgets and would send the check in October.

Mr. Swon reported that there had been a management change at the Twin Cities level for Landmark, and the rental prices had been raised as they are yearly. Expenses for theater rental, programs and poster copies will be around \$8,300.00. Printing of posters and programs will come in under budget.

The Edina Film Festival is Thursday, October 20th through Saturday, October 22nd and the festival has the theater from 7pm until close. Nine films now will be screened with the addition of a short film viewed at the Sundance Film Festival, a comedy titled "I am Having Difficulty Killing My Parents". Tickets will be sold in two-hour blocks, 7-9pm & 9-close with a ticket price of \$10.00.

Mr. Swon commented that Landmark had been very helpful, and the manager asked the staff to work the theater for free. Marketing efforts are the website, which the committee is switching the website host to have the website up and running by the coming weekend. 500 posters have been ordered, and 1,000 program guides will be printed with advertising for sponsors and for the Edina Art Center and its offerings. There will be screen advertising for sponsors and the Edina Art Center as well.

All monies will be raised for the Edina Art Center with low expectations from the sponsors.

Mr. Nelson asked about the exact figure in the bank and unless all monies are received would it not put us on the line if a contract was signed. Mr. Swon replied a \$500 donation was outstanding and the contract with Landmark could be signed two weeks prior to the festival dates with an out clause. Mr. Nelson also asked about a theme to the films. Mr. Swon

stated there was no theme the first year with as much attention as possible for the Edina Art Center.

Mr. Raeuchle asked about cost for the films, and Mr. Swon replied that there was no cost for the films being shown. The filmmakers would be able to sell DVD's at the festival.

Ms. Usem asked about City of Edina approval for donations of money and if Mr. Swon thought that was issue. Ms. Hedges clarified that funds were going into the Edina Community Foundation and therefore no council approval was needed.

Ms. O'Dea asked if there would be posters distributed to Edina High School. Mr. Swon stated yes, and that board participation would be needed for distribution of 500 posters.

Mr. McCabe inquired if the festival had exclusive use of the theater. Mr. Swon replied that the festival films would be shown in Theater 3 on the second floor holding 277 people.

Mr. Fesler reported on the content of the films stating that Mr. Swon had been working on the "indies" and Mr. Fesler working on the "oldies", "Meet John Doe", "The Stranger", and "Lost Horizon" are the classic titles, something for everyone. Film historian Mr. Bob DeFlores would be speaking at the presentation of Lost Horizon. The festival committee found from Landmark that the demographic for the theater was 55 and older.

Mr. McCabe asked about permission to use the films, and Mr. Fesler stated one classic film, Lost Horizon, needed permission and that the paperwork was in process and a sponsor had agreed to pay the fee.

Discussion ensued about the content of the films and content warnings. Ms. Lappin asked if Edina High School students would be able to see the films due to content rating if posters are placed at the high school.

Mr. Raeuchle asked if filmmakers were paying their own way. Mr. Swon stated the filmmakers are local mostly.

Ms. Usem asked if brochures about the Edina Art Center would be available at the screenings as the festival benefits the Art Center. Mr. Swon stated information would be available to educate participants about the Art Center and Art Center membership.

Ms. Hedges asked if the contract stated the City of Edina and the Edina Art Center are not responsible for any financial liability. Mr. Swon stated that communication between Landmark and the City of Edina would need to take place over the contract. Ms. Hedges stated it was a "must have" in the contract that the City and the Art Center are not financially responsible. Ms. Usem asked if it was a marketing issue if the contract was not signed.

Ms. La Valleur asked when the contract would be signed, and Mr. Raeuchle asked by whom. Mr. Neal stated he would be the contact for the City of Edina signing the contract.

Mr. Raeuchle asked if the \$6,100 was in the bank. Mr. Swon confirmed that it was. Mr. Raeuchle asked if there was any risk to the Art Center, and Mr. Swon replied no.

Ms. Usem volunteered for the marketing committee.

Mr. McCabe asked for a motion that the Edina Art Center board endorses the project and recommends to the City sign the contract. Ms. Valgemae so moves. Ms. La Valleur seconded the motion.

Further discussion followed. Ms. Usem had a concern about the film "Valley of the Sun" and the content warning and the representation of the Edina Art Center. Mr. Swon stated it would be difficult to replace the film at this time, and that pre-screener copies are available. Mr. McCabe states that since the films are not rated, we caution viewers accordingly. Ms. Lappin repeated her concern about the High School.

Mr. McCabe calls for a vote. Motion Carries.

### **Budget Discussion (Follow up from August Meeting - Action Required)**

Fees & Charges were revisited as the voting from the August meeting was hurried. Ms. Hedges stated that Staff Recommendation was to raise class prices by 0.25/hour from \$8.00 to \$8.25. Mr. Raeuchle suggested raising class prices to \$9.00/hour and that is where discussion ended and the vote took place. Mr. Raeuchle concurred.

Mr. Raeuchle motions for class prices to be raised from \$8.00 to \$9.00 resulting in \$40,000.00 in revenue. Mr. Bouassida seconds the motion. Discussion follows. Ms. Hedges stated that class registrations would decline. Ms. Hedges offered a compromise of \$8.60/hour. Mr. Raeuchle stated that the EAC is asking for a 50% increase in subsidy, and Ms. Hedges thought that figure was not correct as the Art Center averages \$126,000 over the past twelve years from the Liquor Fund. Ms. Lappin offered the point that renewing members that take classes are most aware of fee increases.

Ms. O'Dea stated that there was an opportunity to raise class prices and there may be some attrition. It would help to look when key price points are crossed and is there room to be more aggressive in lower priced classes versus more expensive classes.

Ms. Usem felt more members were needed. Mr. McCabe offered that he was hearing no consensus, and felt that the lack of data prevented the board from making a clear decision. Mr. Nelson asked if there was concern about the Art Center not receiving subsidy funds and Mr. Raeuchle stated there was. Mr. McCabe reminded board members that in their interviews with City Council that this was an issue raised. Mr. Raeuchle states the deficit is \$250,000 for 2012, and the liquor subsidy would equal that amount. Mr. Frey states a concern about that figure, saying the average for the past 11 years is \$128,000.

Ms. Usem recommended a task force on this particular issue for Fees & Charges. Mr. McCabe asked Ms. Hedges when the information is needed for scheduling, and Ms. Hedges replied that information is needed for the budget discussion for City Council. Mr. Neal stated that City Council is acting on the Art Center Fees & Charges the second meeting in November and the first meeting in December.

Mr. Raeuchle withdraws his motion in favor of Ms. Usem's motion with agreement from Mr. Bouassida who seconded the motion.

Ms. Usem motions for a task force to be created to study Fees & Charges. Ms. O'Dea seconds the motion. Motion carries.

Ms. Usem offered to co-chair the task force with Mr. Raeuchle with Ms. Hedges, Ms. Lappin and Mr. Frey as members. Mr. McCabe asked for a task force update five days before the October board meeting.

Mr. McCabe passed a copy of Council Connection reporting the City is to seek an outside consultant and that Council directed staff to work with the Art Center board to draft a Request for Proposals (RFP) to study the organization, operations, finances and building of the Art Center.

Mr. Neal commented that the Art Center would usually receive a heads up regarding the consultant, and apologized for not giving the Art Center notice. He stated that this is happening with other entities currently, and the National Golf Foundation was brought in to study the golf course at a cost of \$20,000.00. The study produced a nice set of recommendations. The Edinborough Park study might be more similar to the Art Center in terms of facility questions and programming questions with the programming driving the CIP projects for use of the building. Mr. Neal said he would be asking City Council to give information regarding the RFP, and he encouraged the Art Center board to do the same, to ask questions as "what do you want to learn" If we are going to spend \$20,000.00, what would be important to learn, the facility need and Art Center operations. The information will be used to create the RFP.

Discussion ensued about the nature of the task force and the information gathered. Ms. Usem asked if this information could be funneled to City Council to help in the understanding of the Art Center mission. Ms. Hedges spoke of the philosophy around the creation of the municipal liquor stores in 1946 to distribute profits to help other entities.

Mr. Raeuchle spoke of municipal versus private liquor stores. Mr. Neal spoke of the Shanahan Group in Eden Prairie having done consulting around the gross receipts of grocery stores selling beer, wine, spirits and all of it, and at some point the municipal stores could not compete.

Mr. Bouassida asked if the study would be started soon, and Mr. Neal said it would take a period of time, probably in the next several months. Ms. O'Dea asked for clarification on the task force, and the specificity of the Fees & Charges, and to Ms. Usem's point of increasing membership and that the task force would be short term.

Mr. McCabe needed to leave the meeting, and Vice-Chair Ms. Valgemae assumed leadership of the meeting.

## **C. Marketing Report**

### **I. See Attachment B - Marketing Report (distributed by Mr. Raeuchle at this meeting)**

Mr. Raeuchle reported on marketing intern Katie Willingham who has moved to Washington D.C. and completed her work on three projects: Art Center Internet Presence, Class Schedule Distribution, and Facebook Update.

Ms. O'Dea offered to follow up on the list of Class Schedule distribution sights. Mr. Bouassida spoke of the need for classes on Saturdays.

**D. Edina Public Art Committee**

**I. See Attachment C - EPAC Report dated September 22, 2011**

Ms. Valgemae reported for the Edina Public Art Committee, and stated the report sent was "FYI" information.

**E. Members' Juried Show**

**I. See Attachment D - 27th Annual Members' Juried Exhibition "Update 9/22**

Ms. Usem spoke of the successful and organized bring-in day and expressed thanks to Dana Lappin for the volunteer organization. There were 267 entries, entry fees of \$2,261 and fundraising of \$5,265, printing costs are minimal and most of the money will go to the Edina Art Center. Judging occurred on September 22, 2011. Ms. La Vallieur offered to photograph the winners however not for the program. Ms. Usem mentioned the Peer Award honoring Jean Adams this year. Program begins at 5pm, and board members are requested to be here at 4:30pm.

**F. Membership**

**I. See Attachment D - Membership Chair Report Dated 9/22/2011**

Dana Lappin reported as Membership Chair. Ms. Lappin and Phil Johnson spoke at the Edina Garden Council and Mr. Johnson stole the show and the Peggy Kelly Media Arts Studio is very important to the Art Center.

**VII. Correspondence and Petitions**

Ms. Valgemae asked if any correspondence and petitions. None voiced.

**VIII. Chair and Board Member Comments**

No comments were voiced.

**IX. Staff Comments**

Staff Comments had been received previously.

**X. Adjournment**

Ms. La Vallieur motions to adjourn. Mr. Swon seconds. Voting was unanimous. Motion carries.

The meeting was adjourned by the Chair at 5:57:19 pm.

**XI.** The City of Edina wants all residents to be comfortable being part of the public process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or anything else, please call 952-927-8861 72 hours in advance of the meeting